

Join us on the second Thursday of every month for a series of "brown bag" seminars sponsored by the National Renewable Energy Laboratory and the U.S. Department of Energy. Each seminar is held at NREL's Washington offices with a video-conference link to Golden, Colorado. Topics focus on new and innovative renewable energy and energy analysis strategies, models, and technologies.



Energy Analysis Seminar Series

A "brown bag" analytical seminar series

The Outlook for Green Power Markets in the United States

Blair Swezey, Principal Policy Advisor
National Renewable Energy Laboratory
Thursday, February 13, 2003
Noon–1 p.m.

The advent of competition in the electric power industry has given rise to the development of a new industry selling electricity products differentiated by their environmental attributes. For the first time, many consumers have a choice of how the power they use is produced. One of these choices is to support electricity generation from renewable energy sources, also called "green power." Green power marketing refers generally to selling differentiated electricity products with a high level of renewable energy content—sold in competitive retail power markets and by traditional electric utilities, and also nationally in the form of "renewable energy certificates." The success of this market has important implications for how much renewable energy will contribute to meeting U.S. power needs.

This seminar will present the results of joint analysis by Lawrence Berkeley National Laboratory (LBNL) and NREL, published in 2001, which sought to quantify the potential size and impact of the green power market in the United States, and identify those features of the market that will most impact its ultimate growth. The findings are based on detailed modeling of green power demand, drawing on the experience of green power markets to-date and consumer response to other "green" products. The presentation will be augmented with up-to-date information on market trends.

Blair Swezey is a principal policy advisor at the National Renewable Energy Laboratory (NREL) in Golden, Colorado. He advises utilities, power marketers, and state and federal policy makers on the formulation of renewable energy programs and policies. He is editor of the *State Renewable Energy News*, a newsletter on state-based renewable energy activities prepared for the National Association of Regulatory Utility Commissioners (NARUC), and has presented testimony in numerous regulatory and legislative proceedings. Swezey has served as program manager for NREL's integrated resource planning and utility analysis programs and is currently leading NREL's green power market analysis activities. Before joining NREL in 1987, Swezey spent eight years on the executive staff of the Electric Power Research Institute in Palo Alto, California. He holds a B.S. degree in political economy of natural resources from the University of California at Berkeley and completed graduate studies in economics at San Jose State University.



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